

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office ()
Product BARACK OBAMA 120S WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1881 Agency C/P1/P2/E 95/101/1881
Buyer Dan Nagelberg Flight Dates 09/28/2012 - 10/04/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 25,400
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TH	9A-10A	TODAY SHW2-NBC	:120	\$600.00	10/01-10/04	3	1	3	\$1,800.00	
	2	M-TH	10A-11A	TODAY SHW3-NBC	:120	\$500.00	10/01-10/04	2	1	2	\$1,000.00	
	3	M-TH	3P-4P	MAURY POVICH	:120	\$300.00	10/01-10/04	3	1	3	\$900.00	
	4	M-TH	4P-5P	ANDERSON	:120	\$500.00	10/01-10/04	3	1	3	\$1,500.00	
	5	M-TH	7A-9A	TODAY SHW	:120	\$1,400.00	10/01-10/04	1	1	1	\$1,400.00	
	6	SA	7A-8A	WAVY NWS SAT7A	:120	\$1,600.00	09/29-09/29	1	1	1	\$1,600.00	
	7	F	5P-530P	WAVY NEWS10-5	:120	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
	8	M-TH	1135P-1235A	TONITE SHW-NBC<	:120	\$600.00	10/01-10/04	3	1	3	\$1,800.00	
	9	F	11P-1135P	WAVY NEWS10-11<	:120	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	10	F	7P-730P	ENT TONIGHT 30	:120	\$1,200.00	09/28-09/28	1	1	1	\$1,200.00	
	11	M-TH	730P-8P	INSIDER<	:120	\$1,200.00	10/01-10/04	3	1	3	\$3,600.00	

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	12	M	10P-11P	REVOLUTION	:120	\$2,800.00	10/01-10/01	1	1	1	\$2,800.00	
	14	M-TH	11P-1135P	WAVY NEWS10-11<	:120	\$2,000.00	10/01-10/04	1	1	1	\$2,000.00	
	15	M-TH	7P-730P	ENT TONIGHT 30	:120	\$1,200.00	10/01-10/04	2	1	2	\$2,400.00	

---REPORT TOTALS---

Report Totals: 26 / \$25,400.00

---SALES MONTHLY TOTALS---

Sep 12:	4 / \$6,200.00	Oct 12:	22 / \$19,200.00
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Sales Totals: 26 / \$25,400.00

Station Totals: 26 / \$25,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$181,429	CATV 0%	WAVY 14%	WGNT 11%	WPXV 0%	WTKR 20%
		WTVZ 7%	WVBT 31%	WVEC 17%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

EC'd Yes Last Received: 09/27/2012 2:15 PM

Showing Buylines: All Lines

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